

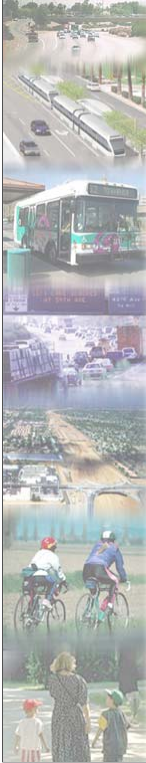
## Litter Prevention and Education Program



Thank you all for attending today's meeting.

We thought we'd start with a brief background on the process and the funding, and then discuss the goals and objectives, as well as the list of tasks included in the RFP for a litter education and outreach campaign.

Following the discussion we will take questions. Should you have any additional follow up questions, please e-mail them to Kelly Taft or Matt Clark and we will post both the question and answer on the MAG website.



## Background

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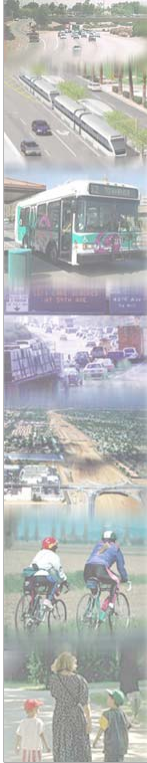
- RTP provides \$279 million for landscape maintenance to improve visual aesthetics along the MAG freeway system.
- Proposition 400 provides additional funding to support litter removal and public education efforts.



When the Regional Transportation Plan (RTP) was developed, the Transportation Policy Committee felt that it was very important to include funding for quality of life issues such as Freeway Maintenance and Noise Mitigation.

The Regional Transportation Plan provides \$279 million for litter pick up, sweeping, and education in order to improve visual aesthetics along the highway system in the MAG region.

Funds made available by the passage of Proposition 400 will be added to funding ADOT has been spending in the MAG region for litter control and landscape maintenance.



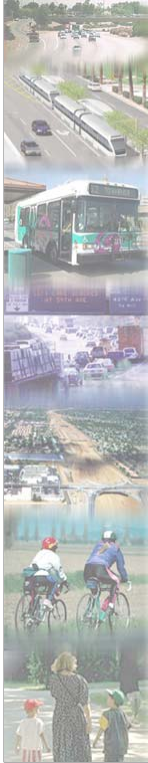
## Funding

- January 2006: Regional Council approves \$200,000 of Prop 400 funding to be spent on Litter Prevention and Education, augmenting \$100,000 in ADOT funding.

FYs 2006/2007 BUDGET FOR LITTER CONTROL AND LANDSCAPE MAINTENANCE (Millions of Dollars)			
Category	Baseline ADOT Funding	Prop. 400 Funds	Total Budget
Litter Pick Up	1.135	1.800	2.935
Sweeping	1.030	0.400	1.430
Litter Prevention & Education	0.100	0.200	0.300
Landscape	5.510	3.500	9.010
<b>TOTAL</b>	<b>\$7.775</b>	<b>\$5.900</b>	<b>\$13.675</b>

On January 25, 2006: the MAG Regional Council, the governing body of MAG, approved a budget that provided funding for litter education and control, landscape maintenance and restoration, and roadway sweeping.

As you can see from the table, \$200,000 of Prop 400 funding was designated to be spent on Litter Prevention and Education, augmenting \$100,000 in ADOT funding.



## Funding

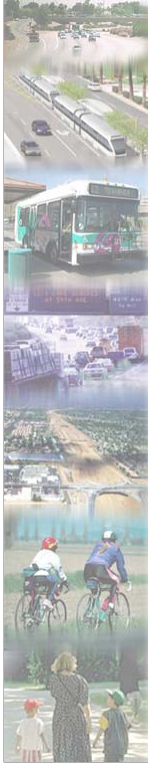
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- MAG Work Program, approved in May, included additional funding to support litter education.



Then on May 24, 2006, the MAG Regional Council approved the FY 2007 MAG Work Program and Annual Budget which include funding that could be used to support the \$300,000 that has been set aside for a Litter Prevention and Education campaign. This additional funding is contingent upon this RFP process. We will expand on this discussion in a moment.

The Regional Council tasks the TPC Freeway Maintenance/Noise Mitigation Subcommittee with the responsibility to review and recommend litter education and prevention campaign.



## Freeway Maintenance/Noise Mitigation Subcommittee

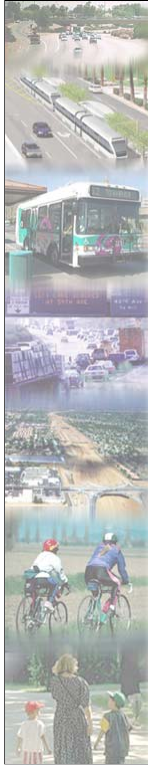
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- March meeting included presentations regarding successful litter control efforts in California.
- Caltrans allows other states to utilize the “Don’t Trash” slogan and other advertising materials.



The Subcommittee met on March 9th to hear presentations on litter education campaigns used in California and duplicated in other states.

Detailed background information was provided by the California Department of Transportation (Caltrans) regarding the “Don’t Trash California” campaign. This campaign originally started in Fresno as a way of reducing pollutants in storm drains, but evolved into a much broader, statewide campaign to reduce the freeway litter that caused a good deal of the pollution.



## Freeway Maintenance/Noise Mitigation Subcommittee

- Directed that the litter education program use the preselected campaign slogan, "Don't Trash Arizona."
- Directed that the Request for Proposals not include specific funds available.
  - Allow consultants to present several options for the campaign.
  - Provide financial flexibility in constructing the litter education and prevention campaign.



Caltrans reported that it allows other states to utilize the "Don't Trash" slogan and other advertising materials. The State of Ohio, for example, is currently introducing the "Don't Trash Ohio" slogan to assist in its freeway litter control efforts. Caltrans believes that having other states use the same slogan helps reinforce its message among out of state travelers.

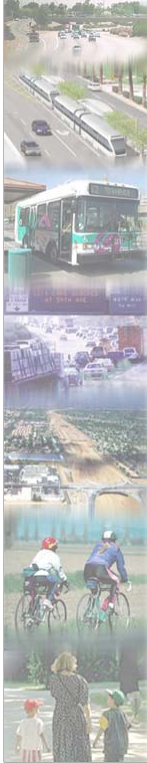
Following the presentations, the Subcommittee directed MAG staff to develop a draft RFP for a litter education program, using the pre-selected campaign slogan, "Don't Trash Arizona."

As you can see from the RFP a specific amount was not included. The subcommittee felt that it would be better for consultants to provide us with recommendations based on your knowledge and experience. We want you as the experts, to tell us what a successful campaign would look like and what resources would be required to implement such a campaign. You may want to outline several options and back up your proposals with sound rationales.

In addition, the RFP requests that consultants identify plans to work with businesses and other organizations to develop cooperative efforts and sponsorship opportunities.

I am now going to turn over the presentation to MAG Communications Manager Kelly Taft, to explain more about the goal of the RFP and the proposed tasks.





## Request for Proposals

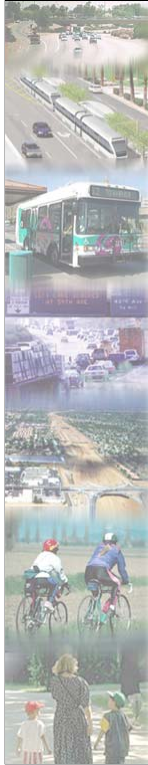
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- Research suggests that prevention programs can change public perception and habits.
- California research identified the primary target audience:
  - Single.
  - 18-to-24-year old men and women.



One reason for developing the RFP is that research suggests education programs can change public perception and habits regarding litter.

Properly maintained freeways are important to our regional quality of life as well as to the image projected to tourists and economic development prospects.



## Request for Proposals

- Services will include:
  - Public relations.
  - Marketing/advertising.
  - Development of value-added partnerships.
  - Adaptable to English/Spanish audiences.
  - Must include evaluation component.



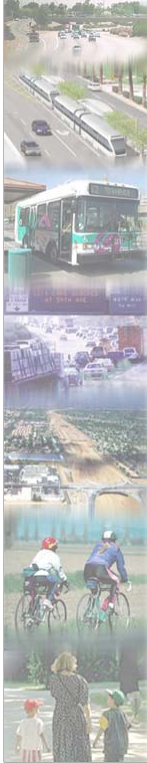
The Purpose of the RFP is to solicit proposals from vendors who have the resources, experience and abilities to provide a variety of communication services. **The goal is to increase awareness of the freeway litter problem in the MAG Region and lead to measurable changes in behavior among offenders.**

Services will include public relations, marketing, advertising and the development of partnerships with businesses, organizations or other entities that will provide additional value in promoting litter control efforts.

The campaign must be designed to resonate with majority and minority ethnic populations.

The successful consultant must be able to evaluate if the program is having an impact on awareness & habits, and helping to reduce litter.





## Request for Proposals

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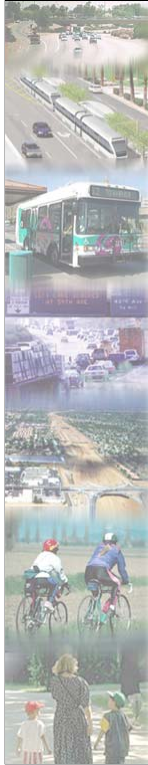
- Detailed cost estimates in two areas:
  - Implementation strategy for the preselected campaign slogan.
  - Campaign implementation/media.



Proposers are asked to provide detailed cost estimates in two key areas:

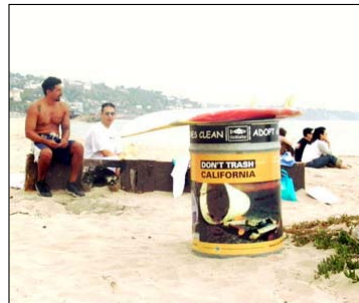
The cost to develop an implementation strategy for the preselected slogan...

And costs associated with campaign implementation, such as the production of all educational and advertising materials and the purchase of recommended media buys.



## Proposed Tasks

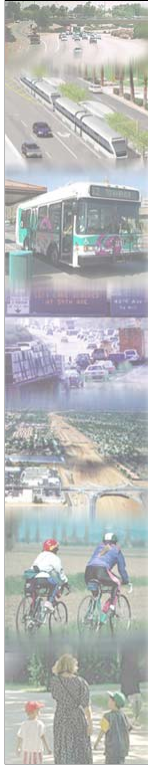
- The Request for Proposals includes a list of proposed tasks.
- Consultants are encouraged to be creative in developing their approach to achieve the project's goals.
- Not required to adhere only to the proposed tasks.



Consultants are encouraged to be creative in developing a litter education and prevention proposal.

Although the list of proposed tasks must be met, consultants are encouraged to design a campaign that addresses not only the list of proposed tasks, but to go beyond the tasks to create a fun, educational, and effective campaign.

On the flip side, if there is a proposed task that you feel strongly **SHOULD NOT** be included, explain why.



## Proposed Tasks

- Refining the Scope of Work.
  - If necessary, the consultant will refine the Scope of Work based on professional experience and input from MAG and ADOT.
- Review existing litter programs in Arizona and other states.
  - Ensures that the campaign complements statewide program.
  - Identifies best practices.

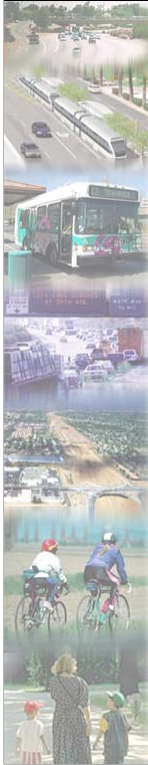


The successful respondent will be placed under contract with MAG. Here are the proposed tasks that the successful consultant would be asked to carry out. These are the tasks that you should keep in mind when developing your response to the RFP.

The first task the successful consultant would be charged with would be refining the scope of work if necessary, based on your experience and if the changes to the scope are acceptable to MAG and ADOT.

The consultants will be asked to review existing litter programs in Arizona and other states, to learn more about what types of programs have been successful – not just in terms of outreach efforts but related programs, such as enforcement or recycling efforts. The review will help ensure the campaign complements education efforts already in use and identifies best practices.

At a minimum, this review should address the following: What litter prevention and education programs do Arizona and other states have for their freeway systems? What are the characteristics of the programs, such as the tasks involved and the products developed? What are the goals and objectives of other programs? How are these programs funded? How do these programs measure success?



## Proposed Tasks

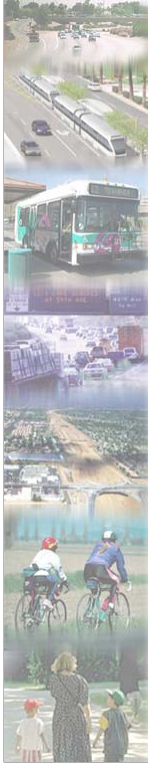
- Define the problem.
  - Identify:
    - Primary offenders.
    - Target audience.
    - Messages.
- Establish program objectives and measurement criteria.



Another proposed task is to define the problem on our regional freeway system and document the results – for example is it deliberate or accidental litter that is the biggest problem in our region? ( Accidental litter might include debris flying out of the backs of pickups or unsecured loads, deliberate might include someone throwing out cigarette butts or fast food wrappers.)

Some questions to consider are: Who are the primary offenders? Who is the target audience? What messages in other programs have achieved measurable success?

It is important to note that the evaluation component is a very important aspect of the RFP for our Transportation Policy Committee & litter subcommittee. So tasks will include not only developing the objectives of the campaign, but also determining how you will measure whether the campaign is having an impact on litter.



## Proposed Tasks

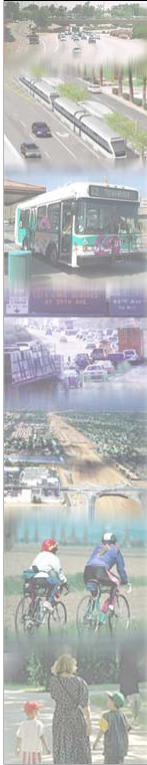
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- Develop a recommended program for the MAG Region.
- Develop implementation plan.
  - Identify funding sources.
  - Products needed.
  - Placement of products.
  - Schedule.



After conducting the research, the successful consultant would then develop a recommended litter and education program. A matrix would be prepared which summarizes the advantages and disadvantages of each alternative to provide an understanding of how the final recommendation was derived.

The next task would be to prepare an implementation plan that identifies funding sources, the types of products needed and where they will be placed; and includes a detailed schedule for implementation.



## Proposed Tasks

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- Implement the program.
  - Produce campaign materials and conduct media buys.
  - Must identify the campaign as a MAG/ADOT program.
- Evaluate program to determine success in reducing freeway litter.



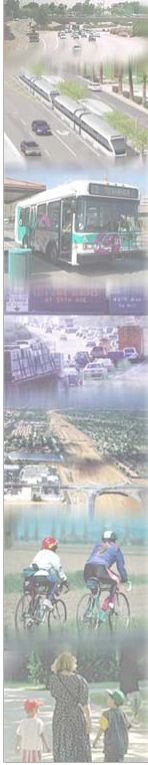
Once the plan is approved the successful consultant must implement it, including conducting the media buys, which must be funded out of the overall contract.

MAG also feels strongly that it is important to our members that the campaign is branded, so that people understand that MAG and ADOT are funding these efforts as an important component of the Regional Transportation Plan.

Final tasks would include program evaluation and preparation of a final report.

By the way you may want to note what all the deliverable products would be on page 4 of the RFP.





## Submittal Requirements

- Proposals not meeting requirements will be disqualified.
  - Proposal delivery requirements found on page 5.
  - Proposal content found on page 6.
- Include appropriate number of copies (10).
- **Due by NOON on July 12, 2006.**
  - Late proposals will not be accepted.
- Bid opening at 12:30 p.m. (Cholla Room)
- Oral interviews held Monday, July 17.

In terms of submitting your proposal, there are certain requirements that you must follow. Proposals not meeting the requirements will be disqualified. There are no exceptions.

You can find the proposal delivery requirements on page five, and the proposal content on page 6.

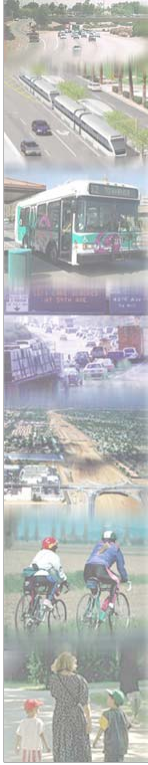
Remember to include the appropriate number of copies.

The proposals are due no later than Noon on Wednesday, July 12. Late proposals will not be accepted, so hand delivery is encouraged. With all of the construction going on, traffic congestion is bad so please plan accordingly. Again, we are very strict about not accepting anything that is time stamped after 12 p.m.

We will open and read the names of those who responded to the RFP at 12:30 p.m. that same day on this floor in the Cholla room.

A multi-agency selection panel will review the responses to the RFP and determine if follow-up interviews are warranted. Should follow-up interviews be warranted, they will take place on Monday, July 17, 2006, so respondents should plan to be available on this date. Due to time constraints associated with this project, it is anticipated that firms selected for interviews will be contacted on Thursday or Friday the 13<sup>th</sup> or 14<sup>th</sup>, which is just one to two business days prior to the in-person interview date, so respondents should plan accordingly. In other words, you may want to hedge your bets and have a good oral proposal ready to go even before the official notification.

Some other things to keep in mind, fill out proposers reg form (appendix c) and taxpayer id form (App f). Make sure cover letter must have original signature



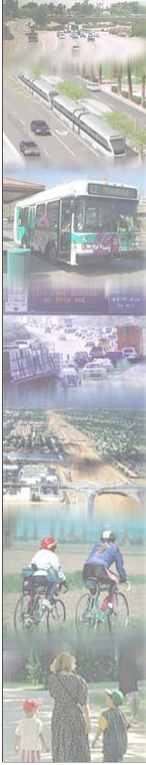
## Submittal Requirements

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- Fill out Proposer's Registration Form (Appendix C, page 16).
- Fill out Taxpayer ID Form (Appendix F, page 25).
- Document conflicts of interest (page 7).
- Cover letter must have original signature.

Some other things to keep in mind, fill out proposers reg form (appendix c) and taxpayer id form (App f). Document conflicts of interest.

Cover letter must have original signature



## For More Information

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Now we will take any questions.

To ensure a fair and competitive process, all questions and answers from today's conference will be posted to the Web site under the RFP. Any follow up questions must be submitted in writing, we can't take them over the phone. Please e-mail them to Kelly Taft or Matthew Clark. The question as well as the answer will be posted on the MAG website for everyone to review.

Thank you again for attending.